

I claim:

1. A method for making a forecast of a weather condition for a time period in a year in accordance with actual data for the weather condition for the time period in two previous years and a normal value for the weather condition in the time period, the method comprising:
 - 5 (a) calculating a first difference between the actual data for the weather condition for the time period for one of the previous years and the normal value for the weather condition for the time period;
 - (b) determining whether the first difference is above, below or within a predetermined range;
 - 10 (c) if the first difference is above the predetermined range, calculating the forecast in accordance with a first formula;
 - (d) if the first difference is below the predetermined range, calculating the forecast in accordance with a second formula; and
 - (e) if the first difference is within the range:
 - 15 (i) calculating an average value of the weather condition for the time period in the two previous years;
 - (ii) calculating a second difference between the average value and the normal value;
 - (iii) determining whether the second difference is above, below or within the predetermined range;
 - 20 (iv) if the second difference is above the predetermined range, calculating the forecast in accordance with the first formula;
 - (v) if the second difference is below the predetermined range, calculating the difference in accordance with a third formula; and

(vi) if the second difference is within the predetermined range, using the normal value as the forecast.

2. The method of claim 1, wherein the weather condition comprises temperature.

3. The method of claim 2, wherein step (a) comprises calculating an average value of the 5 temperature for the time period and calculating the difference from the average value.

4. The method of claim 1, wherein the weather condition comprises precipitation.

5. The method of claim 4, wherein step (a) comprises calculating a total value of the precipitation for the time period and calculating the difference from the total value.

6. The method of claim 1, wherein steps (a)-(e) are performed for temperature and also 10 for precipitation.

7. The method of claim 1, wherein the time period is one week.

8. The method of claim 7, wherein steps (a)-(e) are performed for all weeks in a month to provide the forecast for all of the weeks in the month.

9. The method of claim 8, wherein steps (a)-(e) are performed for all weeks in a plurality 15 of months to provide the forecast for all of the weeks in the plurality of months.

10. The method of claim 9, further comprising providing a printed publication indicating the forecast for all of the weeks in the plurality of months.

11. The method of claim 10, wherein the printed publication includes a graphical view of the forecast as a function of time.

20 12. The method of claim 11, wherein the printed publication further includes a graphical view of the forecast as a function of geographical location.

13. The method of claim 11, wherein the printed publication further includes a graphical view of optimal advertising times determined from the forecast.

14. The method of claim 1, further comprising outputting the forecast as a digital data feed to a remote system.

15. The method of claim 1, wherein:

the weather condition has a normal value V_{norm} , an actual value for last year LYV_{act} , and

5 an actual value for the year before last year $LLYV_{act}$;

the first formula is

$LYV_{act} - [(LYV_{act} - V_{norm}) \times .75] = FORECAST$;

the second formula is

$LYV_{act} + [ABS((LYV_{act} - V_{norm}) \times .75)] = FORECAST$; and

10 the third formula is

$(LLYV_{act} + LYV_{act})/2 + [ABS(((LLYV_{act} + LYV_{act})/2) - V_{norm}) \times .75] =$

FORECAST.

16. A system for making a forecast of a weather condition for a time period in a year in accordance with actual data for the weather condition for the time period in two previous years

15 and a normal value for the weather condition in the time period, the system comprising:

an input for receiving the actual data;

a computing device, in communication with the input, for:

(a) calculating a first difference between the actual data for the weather condition for the time period for one of the previous years and the normal value for the weather condition for the

20 time period;

(b) determining whether the first difference is above, below or within a predetermined range;

(c) if the first difference is above the predetermined range, calculating the forecast in accordance with a first formula;

(d) if the first difference is below the predetermined range, calculating the forecast in accordance with a second formula; and

5 (e) if the first difference is within the range:

(i) calculating an average value of the weather condition for the time period in the two previous years:

(ii) calculating a second difference between the average value and the normal value;

(iii) determining whether the second difference is above, below or within the

10 predetermined range;

(iv) if the second difference is above the predetermined range, calculating the forecast in accordance with the first formula:

(v) if the second difference is below the predetermined range, calculating the difference in accordance with a third formula; and

15 (vi) if the second difference is within the predetermined range, using the normal value as
the forecast; and

an output, in communication with the computing device, for outputting the forecast.

17. The system of claim 16, wherein the output comprises an output to a page setting and printing system for producing a hard copy representing the forecast.

20 18. The system of claim 16, wherein the output comprises a communication link for
making a digital data feed to a remote system.